

Form PTO-1449
(REV. 8-83)U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

T721-16

SERIAL NO.

09/742,506

INFORMATION DISCLOSURE CITATION

APPLICANT

ELDERING ET AL.

FILING DATE

21 DEC 2000

GROUP

2744

(Use several sheets if necessary)

U.S. PATENT DOCUMENTS

| EXAMINER INITIAL | | DOCUMENT NUMBER | | | | | | | DATE | NAME | CLASS | SUBCLASS | FILING DATE IF APPROPRIATE |
|---------------------|----|-----------------|---|---|---|---|---|---|-------|------------------|-------|----------|----------------------------------|
| <i>JS</i> | AA | 5 | 5 | 7 | 9 | 0 | 5 | 5 | 11/96 | Hamilton et al. | 348 | 476 | |
| <i>JS</i> | AB | 5 | 5 | 9 | 2 | 5 | 5 | 1 | 01/97 | Lett et al. | 380 | 20 | |
| <i>JS</i> | AC | 5 | 6 | 3 | 5 | 9 | 7 | 8 | 06/97 | Alten et al. | 348 | 7 | |
| <i>JS</i> | AD | 5 | 6 | 5 | 7 | 0 | 7 | 2 | 08/97 | Aristides et al. | 348 | 13 | |
| <i>JS</i> | AE | 5 | 6 | 9 | 4 | 1 | 7 | 6 | 12/97 | Bruette et al. | 348 | 563 | |
| <i>JS</i> | AF | 5 | 8 | 0 | 8 | 6 | 9 | 4 | 09/98 | Usui et al. | 348 | 569 | |
| <i>JS</i> | AG | 5 | 9 | 5 | 9 | 6 | 8 | 8 | 09/99 | Schein et al. | 348 | 569 | |
| <i>JS</i> | AH | 6 | 0 | 2 | 0 | 8 | 8 | 0 | 02/00 | Naimpally | 345 | 327 | |
| <i>JS</i> | AI | 6 | 0 | 6 | 1 | 0 | 9 | 7 | 05/00 | Satterfield | 348 | 569 | |
| <i>JS</i> | AJ | 6 | 1 | 3 | 0 | 7 | 2 | 6 | 10/00 | Darbee et al. | 348 | 734 | |
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ALFOREIGN PATENT DOCUMENTS

| | | DOCUMENT NUMBER | | | | | | | DATE | COUNTRY | CLASS | SUBCLASS | TRANSLATION | |
|-----------|----|-----------------|---|---|---|---|---|---|-------|---------|-------|----------|-------------|----|
| | | | | | | | | | | | | | YES | NO |
| <i>JS</i> | BA | 9 | 9 | 0 | 1 | 9 | 8 | 4 | 01/99 | WO | | | | |
| <i>JS</i> | BB | 9 | 9 | 0 | 4 | 5 | 6 | 1 | 01/99 | WO | | | | |
| <i>JS</i> | BC | 0 | 0 | 0 | 5 | 8 | 8 | 8 | 02/00 | WO | | | | |
| | | | | | | | | | | | | | | |
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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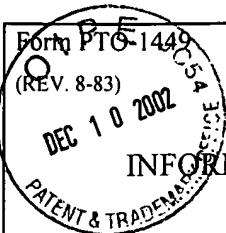
EXAMINER

JS

DATE CONSIDERED

2/10/04

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



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|---------------------|----|-----------------|---|---|---|---|---|---|------|------------------|-------|----------|----------------------------------|
| <i>JS</i> | AK | 5 | 9 | 3 | 1 | 9 | 0 | 1 | 8/97 | Wolfe et al. | 709 | 206 | |
| <i>JS</i> | AL | 5 | 6 | 0 | 0 | 3 | 6 | 4 | 2/97 | Hendricks et al. | 348 | 1 | |
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| | | | | | | | | | | | | | YES | NO |
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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| <i>JS</i> | CA | NCTA Technical Papers "Compressed Digital Commercial Insertion: New Technology Architectures for the Cable Advertising Business" 1992 8 pages. |
| | CB | AdLink Engineering, Ad insertion wiring diagrams, 1999, 17 pages. |
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EXAMINER

DATE CONSIDERED

2/10/04

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Electronic Information Disclosure Statement




Internet-Based Electronic Program Guide Advertisement Insertion Method and Apparatus

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Application: 
09/742506
Confirmation: 8426
Applicant(s): Charles Eldering
Docket Number: T721-16
Group Art Unit: 2744
Examiner: Unknown
search string: (5621728 or 5650994 or 6002394 or 6253238 or 6263501).pn.

■ *That each item of information contained in the information disclosure statement was cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.*

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

| init | Citation No. | Patent Number | Date | Bar Code | Patentee | Class | Subclass |
|------|--------------|---------------|------------|--------------------------------------------------------------------------------------|-----------------|-------|----------|
| 11 | P01 | 5621728 | 1997-04-15 |  | Lightfoot et al | 370 | 60.1 |
| 12 | P02 | 5650994 | 1997-07-22 |  | Daley | 370 | 259 |
| 13 | P03 | 6002394 | 1999-12-14 |  | Schein et al | 345 | 327 |

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| P05 | 6263501 | 2001-07-17 |  | Schein et al | 725 | 39 |



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Signature

| Examiner Name | Date |
|-------------------|----------------|
| <i>Jan Shultz</i> | <i>2/10/04</i> |